

## AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

<b>Station and Location:</b> <i>WCNC-TV</i>	<b>Date:</b> <i>10/11/12</i>
--	---------------------------------

I, Heidi Guerra  
do hereby request station time concerning the following issue:

*N.C. Judicial Coalition (Supreme Court)*

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
	<i>See Attached</i>				

<b>Total Charges:</b>	<i>Gross \$61,800.00</i>
-----------------------	--------------------------

This broadcast time will be used by: North Carolina Judicial Coalition

<b>Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"</b>	
<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

*N/A*

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

*NC. Judicial Coalition*

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

a corporation;  a committee;  an association;  or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least \_\_\_\_\_ before the time of the scheduled broadcasts.

**TO BE SIGNED BY ISSUE ADVERTISER**

10/11/12  
Date

Hector Guerra  
Signature

985-377-7161  
Contact Phone Number

**TO BE SIGNED BY STATION REPRESENTATIVE**

Accepted

Accepted in Part

Rejected

---

Signature

Printed Name

Title

## Buy Detail Report

Revision #:

Date: 10/10/2012

<b>Client:</b>	NC Supreme Court	<b>Estimate:</b>	1000	<b>Send Billing To:</b>	Innovative Advertising
<b>Media:</b>	TV	<b>Description:</b>	10_22 NC Supreme Court Charlotte Camp I 10_12 thru	<b>4250 Hwy 22:</b>	
<b>Product:</b>	Political	<b>Flight Start Date:</b>	10/8/2012	<b>05:00 AM:</b>	
<b>Market:</b>	Charlotte-Gastonia-RK Hill	<b>Flight End Date:</b>	10/22/2012	<b>04:59 AM:</b>	
<b>Primary Demo:</b>	Adults 35+	<b>Survey:</b>	Nov'1 DMA Nielsen Live+7	<b>Suite 7:</b>	
<b>Separation between spots:</b>	30	<b>Buyer:</b>	Heidi Guerra	<b>Mandeville, LA 70471:</b>	
		<b>Phone:</b>	985.377.7161	<b>Fax:</b>	985.377.7118

Daypart Line No Program	STN Gross	Dur 10/8 10/15 10/22	Wks			Total Spots	Adults 35+ Rtg/CPP
			1	5	1		
<b>WCNC-TV</b>							
1	MTuWThF 5:00a- 6:00a	\$300.00	30	1	5	1	7 1.3
2	NWSCHANL36-5AM< MTuWThF 6:00a- 7:00a	\$700.00	30	1	5	1	7 2.2
3	NWSCHANL36-6AM< MTuWThF 7:00a- 9:00a	\$750.00	30	1	9	1	11 2.0
4	TODAY SHW MTuWThF 12:00p- 12:30p	\$250.00	30	1	5	1	7 1.0
5	NWSCHANL36-12P< MTuWThF 3:00p- 4:00p	\$350.00	30	1	5	1	7 1.4
6	JUDGE JUDY< MTuWThF 4:00p- 5:00p	\$400.00	30	1	5	1	7 3.0
7	VARIOUS MTuWThF 5:00p- 5:30p	\$500.00	30	1	5	1	7 1.6
8	NWSCHANL36-5PM< MTuWThF 5:30p- 6:00p	\$550.00	30	1	5	1	7 1.9
9	NWSCHANL36-530P< MTuWThF 6:00p- 6:30p	\$950.00	30	1	5	1	7 2.7
10	NWSCHANL36-6PM< MTuWThF 7:00p- 7:30p	\$1,400.00	30	1	5	1	7 6.1
11	JEOPARDY< MTuWThF 7:30p- 8:00p	\$1,550.00	30	1	5	1	7 \$229.51
12	WHEEL-FORTUNE< Sa 7:00p- 7:30p	\$500.00	30	1	1	0	7 6.0
13	AVG. ALL WKS Sa 11:00p-11:35p	\$850.00	30	1	1	0	2 2.3
14	NWSCHANL36-11P< Su 8:00a-9:00a	\$700.00	30	1	1	0	2 2.6
	SUN TODAY-NBC						\$269.23



innovative advertising, llc

## Buy Detail Report

Revision #: \_\_\_\_\_

Date: 10/10/2012

**Client:** NC Supreme Court  
**Media:** TV  
**Product:** Political  
**Market:** Charlotte-Gastonia-Rk Hill  
**Primary Demo:** Adults 35+  
**Separation between spots:** 30

**Estimate:** 1000  
**Description:** NC Supreme Court Charlotte Camp 10\_12 thru 10\_22  
**Flight Start Date:** 10/8/2012 05:00 AM  
**Flight End Date:** 10/22/2012 04:59 AM  
**Survey:** Nov11 DMA Nielsen Live+7  
**Buyer:** Heidi Guerra

Daypart Line No Program	STN Gross	Dur 10/8 10/15 10/22	Wks	Total Spots	Adults 35+	Rig/CPP
WCNC-TV 15 Su 9:00a- 9:30a NW SCHANL 36-9AM	\$400.00	30	1 1 0	2	1.7	\$235.29
			Total Spots:	15 63 11		
			Total GRP/GIMP(Mil):	38.4 163.2 29.2		
Total Cost:	\$61,800.00			89	230.8	\$267.76

Signature: \_\_\_\_\_

**Disclaimer:**

Spots must run within scheduled flight dates and must be approved in advance by the buyer. All invoices must match the broadcast order and any make goods must be approved prior to running. Invoices are due on the 5th of the month in duplicate. Station agrees that Innovative can cancel this media campaign at any time. At least 90% of all placed GRPS must be matched. All sports programming spots must run during game and not pregame, postgame or at halftime otherwise spots will be credited. By accepting this buy, station understands and agrees that INN is acting solely as an agent for said client in which all billing will be in care of INN and ultimate liability of payment will rest with said client until client makes payment to agency. This placement and acceptance of it supersedes and overrides any previously executed contracts and applications of credit that contradicts this liability transfer agreement.

## Summary by Station/System

Date: 10/10/2012

**Client:** NC Supreme Court  
**Media:** TV  
**Product:** Political  
**Market:** Charlotte-Gastonia-Rk Hill  
**Primary Demo:** Adults 35+  
**Separation between spots:** 30

**Estimate:** 1000  
**Description:** NC Supreme Court Charlotte Camp 1 10\_12 thru 10\_22  
**Flight Start Date:** 10/8/2012 05:00 AM  
**Flight End Date:** 10/22/2012 04:59 AM  
**Survey:** Nov11 DMA Nielsen Live+7  
**Buyer:** Heidi Guerra

Send Billing To: Innovative Advertising

4250 Hwy 22

 Suite 7  
 Mandeville, LA 70471

 Phone: 985.377.7161  
 Fax: 985.377.7118

Station	Total Spots	STN Gross	PCT	Adults 35+		
				CPP	GRP	PCT
WCNC-TV	89	\$61,800.00	100%	\$267.76	230.8	100%
<b>Market Total:</b>	<b>89</b>	<b>\$61,800.00</b>		<b>\$267.76</b>	<b>230.8</b>	

## Summary by Station/Month

Date: 10/10/2012

**Send Billing To:** Innovative Advertising  
4250 Hwy 22

<b>Client:</b>	NC Supreme Court	<b>Estimate:</b>	1000
<b>Media:</b>	TV	<b>Description:</b>	NC Supreme Court Charlotte Camp   10_12 thru 10_22
<b>Product:</b>	Political	<b>Flight Start Date:</b>	10/8/2012 05:00 AM
<b>Market:</b>	Charlotte-Gastonia-Rk Hill	<b>Flight End Date:</b>	10/22/2012 04:59 AM
<b>Primary Demo:</b>	Adults 35+	<b>Survey:</b>	Nov/1 DMA Nielsen Live+7
<b>Separation between spots:</b>	30	<b>Buyer:</b>	Heidi Guerra

Station	Month	Total Spots	STN Gross	PCT
WCNC-TV	OCT 12	89	\$61,800.00	100%
<b>Market Total:</b>	<b>OCT 12</b>	<b>89</b>	<b>\$61,800.00</b>	<b>100%</b>
		89	\$61,800.00	